

# Tools for Quality Downtown Design: Design Guidelines

July 11, 2017  
Winchester, VA



FRAZIER ASSOCIATES  
213 N. Augusta Street  
Staunton, Virginia

# Sample Goals for Design Guidelines for Downtown

- To improve authentic design quality in historic district
- To encourage sensitive rehabilitation of historic commercial buildings
- To ensure that new buildings fit into the existing fabric
- To recognize that downtowns are vital, vibrant & growing
- To assist the local gov't. staff, review board, property owners & tenants in keeping properties functional & attractive within context of historic preservation
- To manage change; not stop change

- Local Historic District Ordinance and Architectural Review Board

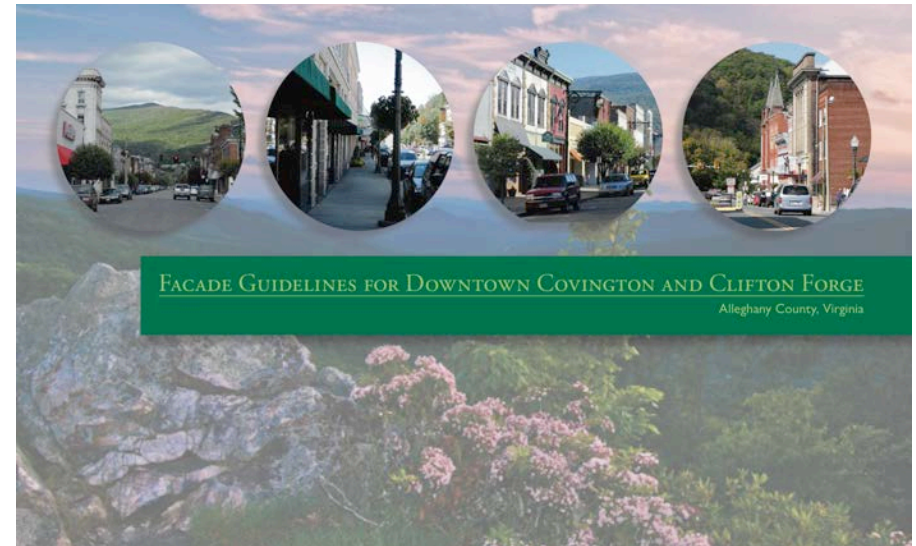
- Financial Incentives



WINCHESTER HISTORIC DISTRICT  
DESIGN GUIDELINES

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# Types of Guidelines

# Sample of Virginia Downtown Guidelines

- Charlottesville
- Covington/Clifton Forge
- Fairfax
- Gloucester
- Herndon
- Leesburg
- Lynchburg
- Manassas
- Petersburg
- Pulaski
- Smithfield
- Staunton
- Strausburg
- Suffolk
- Winchester



# Background Review and Analysis

- Review existing materials
- Trace development patterns
- Analyze architectural character
- Note rehabilitation problems
- Study review board decisions & zoning

Form 10-108  
(Rev. 4-72)

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY - NOMINATION FORM

124-37

STATE: Virginia

COUNTY: Portsmouth (city)

CITY OR TOWN: Portsmouth

1. NAME  
(Type all entries - complete applicable sections)  
Craddock Historic District

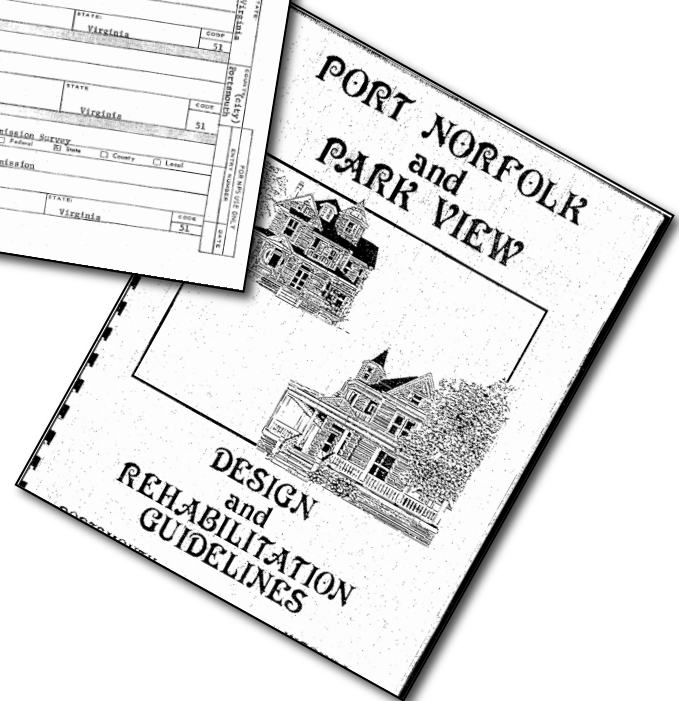
2. LOCATION  
STREET ADDRESS: Bounded on the northeast by Paradise Creek, the southeast by Victory Blvd., and the northwest by George Washington Highway.  
CITY OR TOWN: Portsmouth  
STATE: Virginia

3. CLASSIFICATION  
CATEGORY: District (check one)  
☒ District ☐ Building ☐ Public ☐ Private ☐ Other  
☐ Site ☐ Structure ☐ Park ☐ Being Considered

4. OWNER OF PROPERTY  
Multiple ownership  
Name: Portsmouth City Hall  
Address: City Hall  
City or Town: Portsmouth  
State: Virginia

5. REPRESENTATION IN EXISTING SURVEYS  
Virginia Historic Landmarks Commission Survey  
Survey No. 1972  
Survey Record: ☐ None ☐ County ☐ Local

6. OTHER INFORMATION  
221 Governor Street  
City or Town: Richmond  
State: Virginia



# Guidelines: Introduction



## 1. INTRODUCTION

### A. USING THESE GUIDELINES

The Petersburg Historic Districts' Guidelines are organized into eleven chapters that are designed to stand-alone. Illustrations and local photographs provide pertinent examples of many of the items discussed.

The guidance provided is general as there is great variety throughout the districts and their sub-areas. Your project, the historic district, and the city will be best served when you use this publication as a tool for maintaining the identified characteristics of the structure, sub-area, and the district.

The first three chapters provide information on how to navigate the design review process, general background on the rehabilitation of historic structures and what defines the character of your neighborhood and particular building. These chapters should be read before you make changes to your building or build a new structure in any of the districts.

The remaining chapters address specific areas such as rehabilitation, vacant buildings, new construction, site elements, signs, awnings, and demolition and relocation.

An Appendix provides helpful resources including, a bibliography for general and specific reference, a listing of resource organizations for further information, a glossary of terms and a building maintenance checklist.

**Chapter 1: Introduction** outlines the purpose of design review and the historic preservation ordinance, the review process and any available incentives.



**Chapter 2: Preservation Basics for Rehabilitation** defines some oft confused and commonly used terms and maintenance requirements. It also provides a checklist and discusses what factors contribute to a building's historical integrity.



**Chapter 3: Historic and Architectural Character** will help you recognize the physical attributes of the district and sub-area and the architectural style of your building.



- Purpose & Intent
- Designated Historic Districts with Maps
- Development History
- Historic District Character
- Review Process
- Board vs. Admin. Review

# Guidelines: Architectural Styles Forms



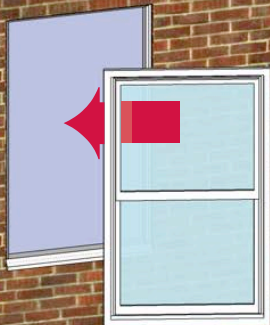
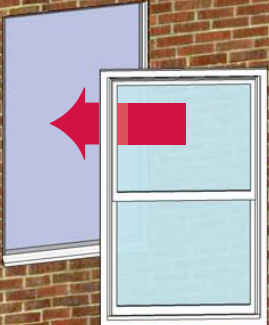


# Guidelines: Rehabilitation

- Elements
  - Foundation
  - Storefronts
  - Doors/Windows
  - Cornices
  - Roof
  - Chimneys
- Materials
  - Wood
  - Masonry
  - Metal
  - Glass
- Maintenance Checklists

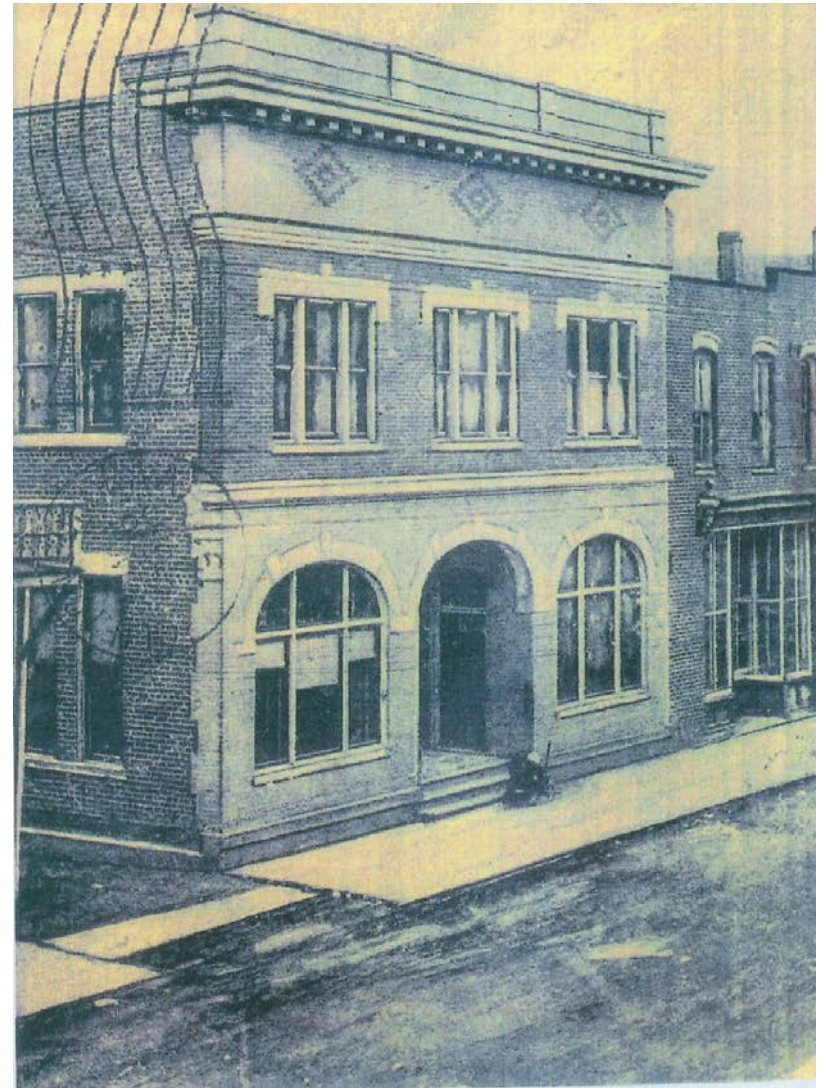


## Window Replacement

			
<p><b>KEEP</b> existing single-pane window <b>ADD</b> storm window</p> <p>\$0 for existing window and \$50 for storm</p>	<p><b>REPLACE</b> existing single-pane window with double-pane <i>thermal</i> window</p> <p>\$200 - 450 for new window</p>	<p><b>REPLACE</b> existing single-pane window with double-pane <i>low-e</i> glass window</p> <p>\$300 - 550 for new window</p>	<p><b>REPLACE</b> existing single-pane window <b>AND</b> storm window with double-pane <i>low-e</i> glass window</p> <p>\$300 - 550 for new window</p>
<p>Annual savings per window: \$13.20</p>	<p>Annual savings per window: \$11.07</p>	<p>Annual savings per window: \$16.10</p>	<p>Annual savings per window: \$2.29</p>
<p>Payback on investment: 4.5 years</p>	<p>Payback on investment: 20 - 40.5 years</p>	<p>Payback on investment: 18.5 - 34 years</p>	<p>Payback on investment: 130 - 240 years</p>

# Windows





Use Historic Photographs to Inform Rehabilitation



SketchUp Model & Final Result

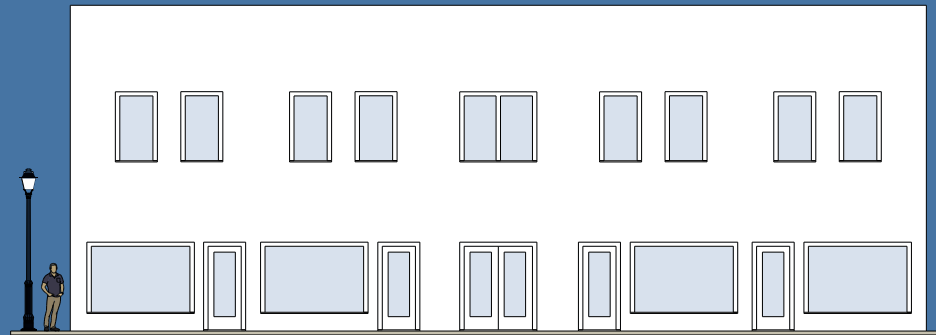
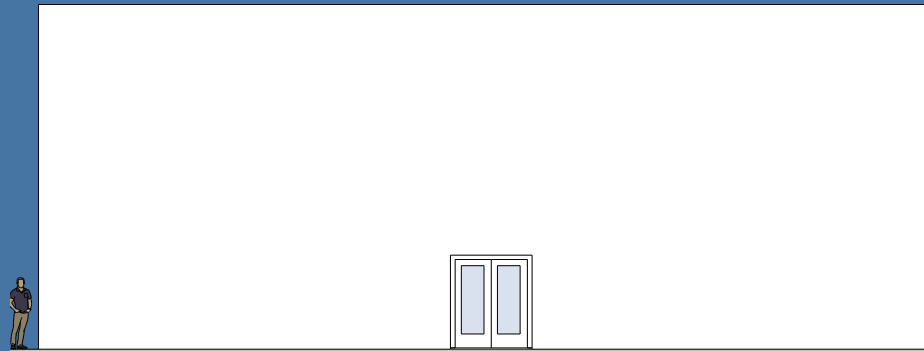


# Guidelines: New Construction

- Setback
- Spacing
- Massing/Complexity
- Orientation
- Scale: Height/Width
- Roof Form
- Materials
- Details
- Green







# Scale-Making Techniques



# Scale-Making Techniques



New Architecture: 3-Part Facades

# Guidelines: Additions

- Same as New Construction
- Concept of Reversibility
- Issue of Compatible vs. Identical Design

Technical Preservation Services National Park Service  
U.S. Department of the Interior

Home > How to Preserve > Preservation Briefs > 14 New Exterior Additions

### Preservation Briefs

See Preservation Briefs 1-49

Some of the web versions of the Preservation Briefs differ somewhat from the printed versions. Many illustrations are new and in color; Captions are simplified and some complex charts are omitted. To order hard copies of the Briefs, see [Printed Publications B\\*](#).

#### PRESERVATION BRIEFS

### 14

## New Exterior Additions to Historic Buildings: Preservation Concerns

Anne E. Grimmer and Kay D. Weeks

[Guidance on New Additions](#)

[Compatible Additions to Historic Buildings](#)

[Revising an Incompatible Design for a New Addition](#)

[Incompatible New Additions](#)

[New Additions in Densely-Built Environments](#)

[Rooftop Additions](#)

[Designing a New Exterior Addition](#)

[Summary and References](#)

[Reading List](#)

[Download the PDF](#)

**A new exterior addition to a historic building should be considered in a rehabilitation project only after determining that requirements for the new or adaptive use cannot be successfully met by altering non-significant interior spaces.**

If the new use cannot be accommodated in this way, then an exterior addition may be an acceptable alternative. Rehabilitation as a treatment "is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values."



Detail of new addition shown in Figure 4. Photo: © Maxwell MacKenzie.



# Guidelines: Signs

- Number
- Placement
- Size
- Style
- Materials
- Lighting

Types of Signs and Typical Locations



projecting sign



window signs



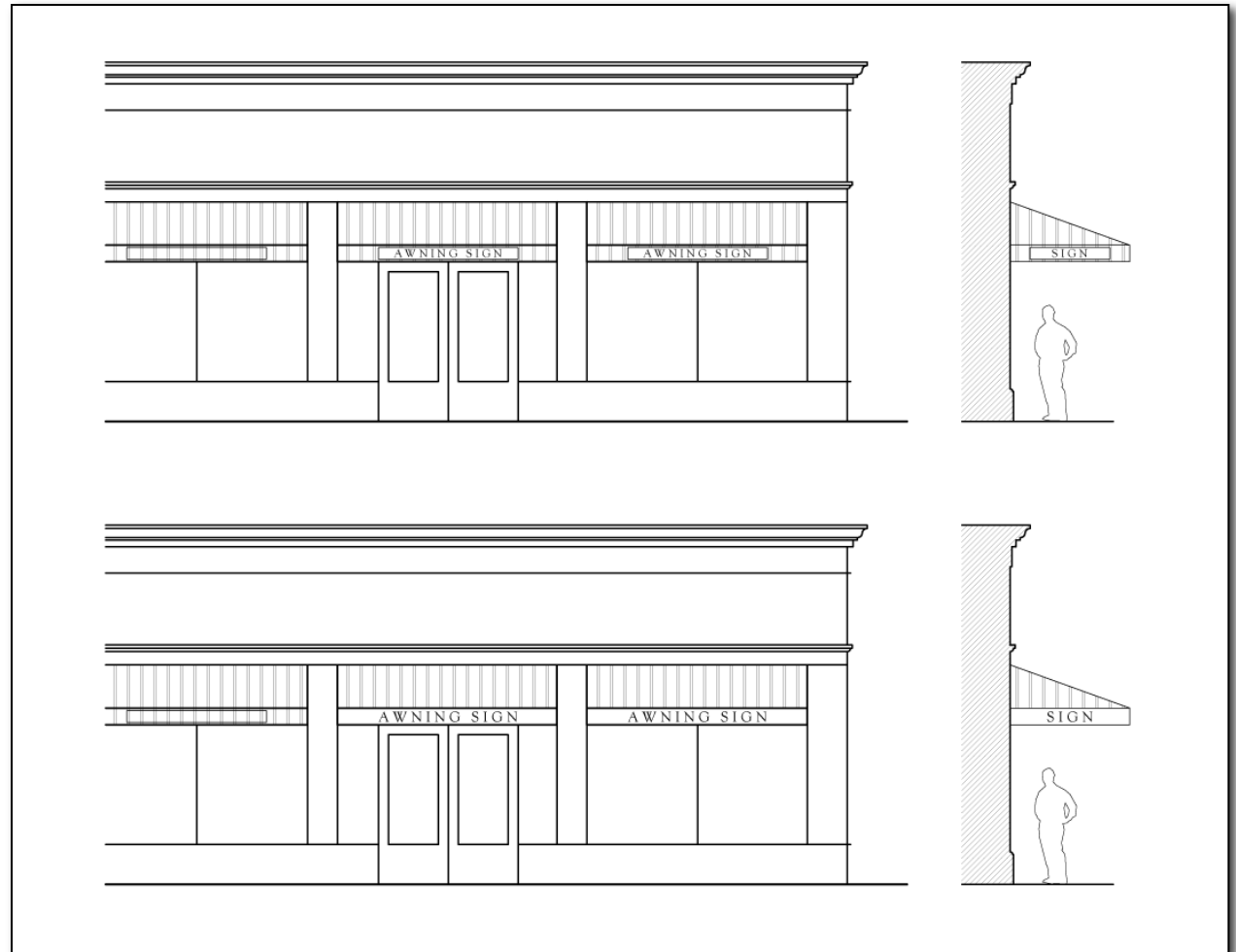
pier-mounted signs



awning signs

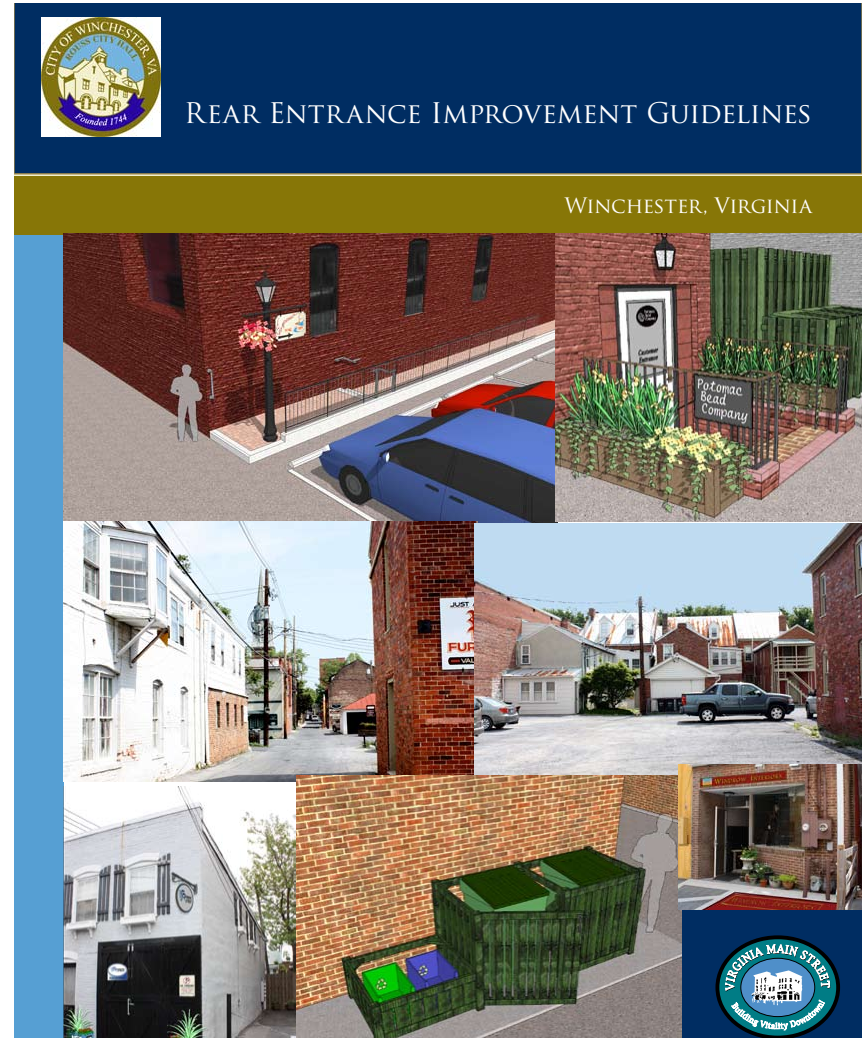
# Guidelines: Awnings

- Placement
- Types
- Materials
- Signs



# Guidelines: Rears of Buildings

- Entry
- Signage
- Lighting
- Access
- Landscaping
- Parking
- Security
- Upper Rear Facade



# Guidelines: Site



- Signage
- Parking Areas
- Walks and Entry Points
- Fences and Walls
- Paving Materials
- Lighting



- Landscaping
- Street Furniture
- ADA Considerations
- Appurtenances
- Green Techniques



# Guidelines: Relocation



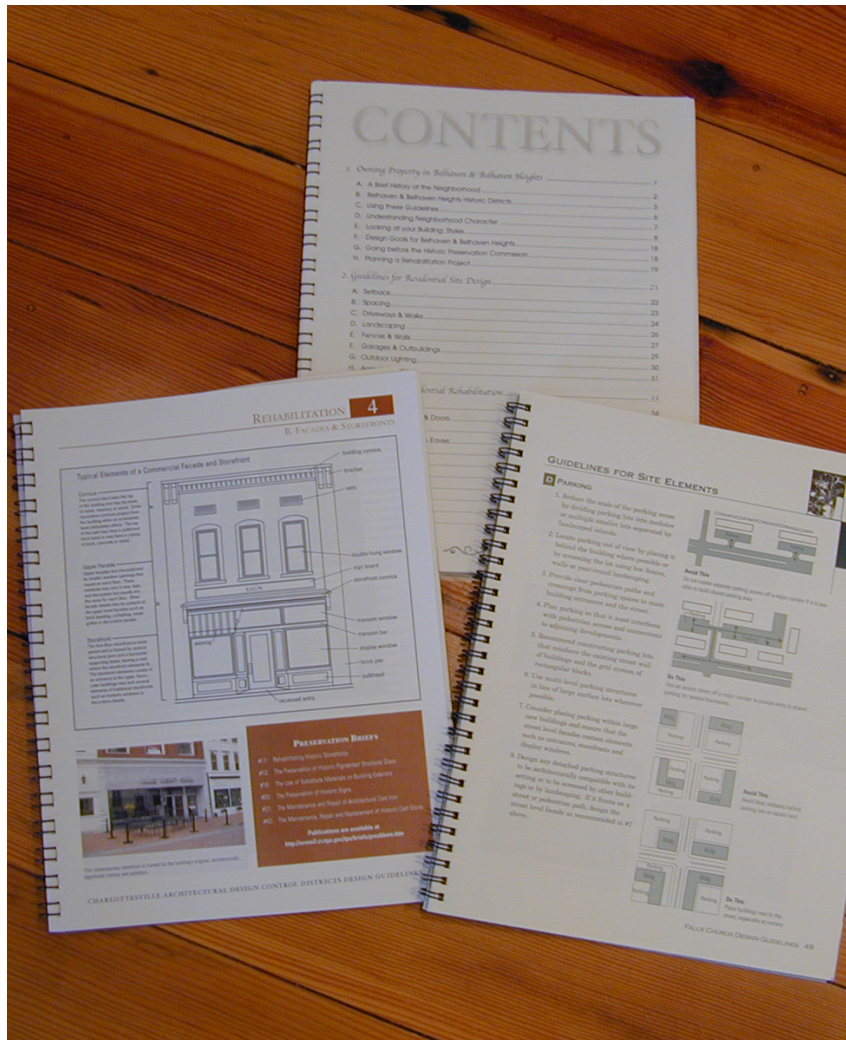
- Reason for the Move
- Historical Significance of the Building
- Architectural Character of the Existing Site
- Architectural Character of the Receiving Site
- Impact of Move on Building Fabric

# Guidelines: Demolition



- Reason for Demolition
- Significance of the Building
  - Historical
  - Architectural
- Character of Site after Demolition
- Documentation Level

# Design Guidelines Publication



- Clearly Organized
- Common Vocabulary
- More Graphics than Text
- Simple Drawings
- Review Process Explained
- User Friendly



# Graphics Options

- 3-D formats
- SketchUp
- Photosimulations



# Photosimulations







SketchUp

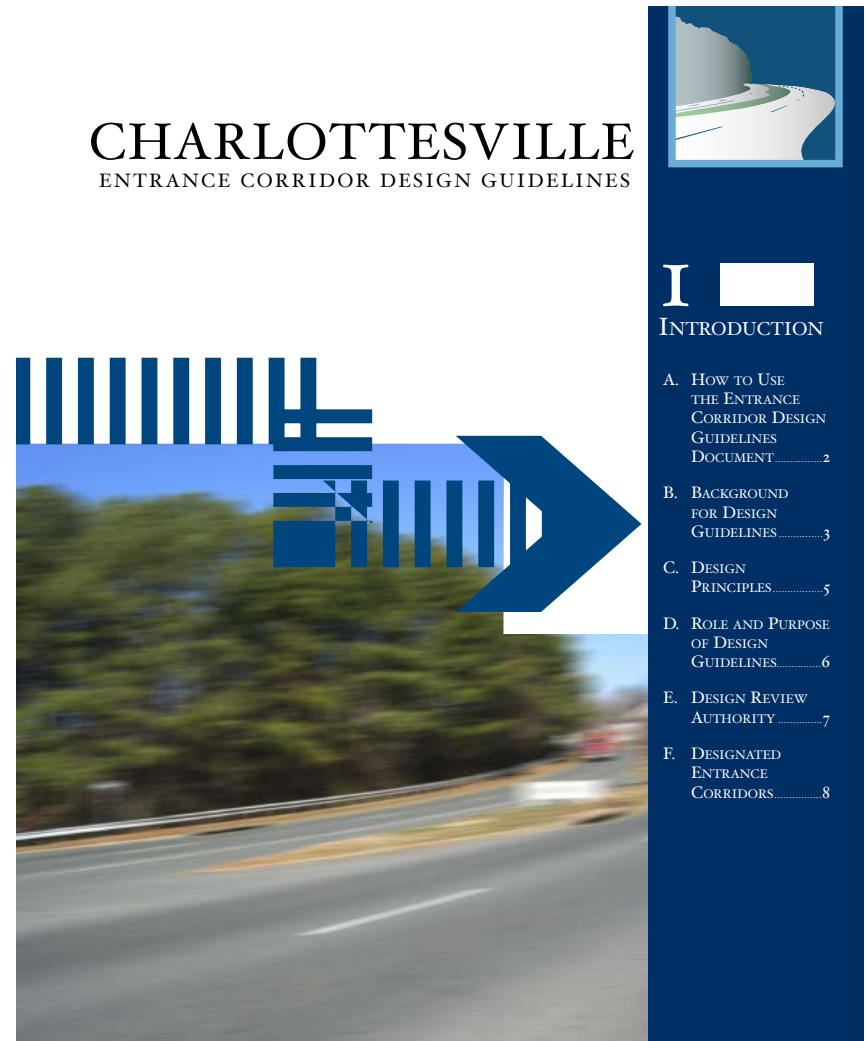




SketchUp: Site

# Other Guideline Types Related to Main Street

- Surrounding Neighborhoods
- Warehouse Districts
- Transition Districts around Downtown
- Corridors Leading to Downtowns



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Mid-Century Modern & Corridors

# Corridors: Streetscape and Signs





# Layout Geared to the Web

## 9 REHABILITATION

### A. INTRODUCTION

While historic buildings are designed in many different styles and eras, they share several common elements. These features include roofs, chimneys, cornices, and foundations, as well as doors, windows, and entry features. The preservation of all of these original elements is critical in retaining the integrity of a historic building.

It is the responsibility of the Architectural Review Board (ARB) to evaluate the appropriateness of changes proposed to the exterior of your building for architectural compatibility. *Chapter 3: Architectural Styles* reviews the defining characteristics of the most common building styles in the historic districts.

There may be an economic benefit when property owners undertake successful and sensitive rehabilitation projects. These benefits may include state rehabilitation tax credits (See *Appendix C*) and increases in property values.

This chapter discusses the elements that comprise a historic building. The guidelines are numbered and arranged in a hierarchy progressing from retain, to repair, to replace. Included with the guidelines are links to the appropriate *Preservation Brief(s)* as well as information on maintenance and inappropriate treatments. The *Preservation Briefs* are produced by the Technical Preservation Services of the National Park Service and provide technical information in accordance with the *Secretary of Interior's Standards for Rehabilitation* (listed in *Chapter 2, Section D2*) for over forty individual topics related to preservation, rehabilitation, and restoration of historic structures.

*Chapter 10: Materials* follows this chapter. By reading these chapters together, property owners will have the tools necessary to plan a thoughtful and respectful rehabilitation project.



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# Questions and Discussion



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